

S-2 Marketing and Advertising Officer

-----**-FOR IMMEDIATE POSTING TO BULLETIN BOARD-**-----

STATE OF NEVADA OFFICE OF THE MILITARY
RECRUITING AND RETENTION BATTALION
2460 FAIRVIEW DRIVE
CARSON CITY, NV 89701-6807
TELEPHONE: (775) 887-7399

TEMPORARY R&R BN SUPPORT POSITION # 15-01

OPEN TO: All current members of the Army National Guard	UNIT: Nevada Army National Guard Recruiting and Retention Battalion
POSITION: Marketing & Advertising OIC (S2)	MIN/MAX GRADE: O1-O3
LOCATION: Carson City, Nevada	AOC: Branch Immaterial
OPEN DATE: 10 December 2014	
CLOSE DATE: 18 December 2014 packets will be reviewed to establish an OML	

1. The Nevada National Guard Recruiting and Retention Battalion is seeking an S-2 Marketing and Advertisement Officer located in Carson City, Nevada. **Orders are contingent upon funds availability for the remainder of FY 15.** PCS funds not available. Applicants should present a favorable military image and will be required to uphold the highest standards of conduct and military personal appearance while operating within the Battalion. Outside employment, associations and off-duty conduct/activities must be consistent with federal directives on ethics, and with state and federal conflict of interest policies. **MUST** be of good moral character and proven sound judgment.
2. **SUMMARY OF DUTIES:** Responsible for the development and implementation of the advertising/marketing plan for the State and providing advertising/marketing support to the Recruiting and Retention Commander (RRC). Provide direct advertising support to Recruiting and Retention NCOs with the primary purpose of generating leads and accessions. Direct management of a marketing and advertisement budget and supervise activities of the Marketing NCO:
 - a. Conduct State level market analysis as a basis for the development of marketing strategies utilizing nationally supplied and locally obtained census reports and demographic data.
 - b. Review national marketing and advertising strategies to develop State and local plans and budgets in accordance with a national plan.
 - c. Plan, develop, and coordinate the production of state and local brochures, posters, audio and/or visual materials including tailored national items.
 - d. Maintain liaison with media outlets and, when appropriate, the RRNCO and RRNCOICs responsible for each.
 - e. Place paid and unpaid advertising and public awareness materials in media that supports the State's specific requirements.
 - f. Coordinate and arrange for placement of outdoors and transit advertising.
 - g. Develop and obtain promotional items for the RRC in support of the State and national advertising campaign.
 - h. Advise and train RRC personnel in the development of target advertisements and preparation of news releases publicizing new enlistments, unit events, promotions, and IET completions.
 - i. Coordinate marketing plans and efforts with State and organizational public affairs and command information programs and personnel.
 - j. Evaluate the effectiveness of State marketing efforts and materials by consulting with members of the RRC, develop proposals and recommendations for improvement and advise the RRC.
 - k. Develop and facilitate internal target marketing sync meetings on a weekly basis within the State with the purpose of assisting in matters listed in the previous sub-paragraphs.
 - l. Provide evaluation and feedback through the target marketing sync meetings for modification or improvement of nationally produced advertising and marketing programs.
 - m. Supervise Marketing NCO
3. IAW NGR 500-2, selectee will be required to attend all IDT and ATs with their assigned unit. Additional requirements include criminal records check, and /or security screening, urinalysis upon entering active duty and periodic testing thereafter, current physical fitness, current HIV test, current NAC/ENTNAC, and current physical. Females are subject to pregnancy testing.
4. Selected individual will be placed on temporary Title 32 orders. **ORDERS ARE CONTINGENT ON FY15 FUNDING.**

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5. The Nevada National Guard is an Equal Opportunity Employer and all qualified applicants will receive consideration for this announcement without regard to race, color, religion, national origin, or gender.

APPLICATION INSTRUCTIONS

Submit **ALL** documentation listed below to the address shown in the heading above: **ATTN: HRO**. Hand carried applications will be accepted. Applications received after the closing date indicated will be returned without action. Applications forwarded in binders will be processed; however, binders will not be returned due to the cost of postage. If you have any questions, the POC for this announcement is CPT Mike Bordallo at, (775) 887-7399.

1. Letter of introduction.
2. Resume outlining civilian/military experience and education.
3. Copy of **updated** NGB FORM 23A (ARNG Current Annual Statement) AND PQR (Personnel Qualification Record).
4. Copy of MEDPROS printout to verify current physical, dental and HIV test.
5. Current (within 6 months), passing APFT and DA 5500 (if applicable).
6. Commander's letter verifying good status with your unit and that you meet physical fitness and height/weight standards.
7. Copy of last 5 OERs (Army)
8. Photo (optional)

Minimum Job Skill Requirements:

- Computer Literate (Networking, Windows, Power Point, Spread Sheets, Word Processors, Databases, etc.)
- Proficient in various Social Networking outlets
- Ability to management competing priorities and complex situations to meet mission requirements
- Comfortable and proficient at public speaking
- Must be physically fit
- Preferred experience in one or all of the following:
 - Targeted marketing initiatives
 - Multiple forms of advertising
 - Purchasing and contracts

Minimum Administrative Requirements:

- Proficient in the English Language (Read, Write, and Speak)
- Current member in good standing in the Nevada Army National Guard (Adhering NVARNG Standards)
- Receive negative results on Drug Test
- Females must have a negative result on pregnancy test
- Not have any suspension of favorable action pending
- Personnel who serve on ADOS duty for 31 or more consecutive days are subject thereafter to retention standards while they remain on duty.
- Meet Height and Weight standards. Failure to maintain weight control standards after selection will result in immediate termination ADOS.
- Meet Army Physical Fitness Test standards for required age group. Failure to maintain standards after selection will result in immediate termination.
- Possess valid driver's license
- Possess or be able to obtain a valid Government Travel Card

RANDY I. LAU
LTC, AR
Commanding